FUTURE SCOPE

The Indian Sporting Community has received an impetus, however limited, on account of the Commonwealth Games 2010 and is now awakening to the various components of Sports Revenue Generation possibilities.

Although, most of Indian Sports is governed by independent bureaucratic organisations, without any distinctive administrative control from the Ministry of Sports, Govt. of India.

On the other side, Corporates have ideas of how to leverage the Brand Value of Sports Icons/Personalities and Events, but with limited legal framework and / or operational support at grass-root levels, in a geographically widespread country and a single-agenda consumer base (focussed on Cricket !) , it will take a while for interest to convert to action.

The most important of all – Consumer population, is geared towards Team Sporting Events, particularly Cricket, so, interest in event merchandise from short-term memory (around the duration of the event !) to a long-term following is expected to have to be built gradually.
Hence, it can be surmised that future prospects and forecasting therein will require a concerted effort, over a considerable period of time and can translate into a gold-mine – subject to persevering efforts and Trial& Error learnings.